

The 11th Lockhart "Mill End" Sale

The needs and high cost of living press on us all. The LOCKHART "MILL END" SALE RELIEVES THE PRESSURE. DO YOU WANT RELIEF?

THE BOSTON STORE

Norwich, Conn.

The 11th Lockhart "Mill End" Sale

The ultimate standard of successful housewifery, is to supply with a liberal hand the necessities at small cost. You can do it at the Lockhart "Mill End" Sale.



The Eleventh Lockhart Mill End Sale Rush Starts This Morning, and Will Be Continued About 10 Days in Our Store. Are You Coming?

Everybody listen! Can't you hear the rappings of common sense as you read over this advertisement? In this age of economy tempered with progress, can't you see the necessity and importance of this sale? THE LOCKHART "Mill End" Sale absorbs the personal attention of thousands of normal people, because its a national public institution, with nothing exacting and no excessive demands placed on the buyers. It is an almost limitless exhibit and sale of new merchandise, shipped direct from the mills and the goods are sold at Mill End cost. Your personal presence will give you a better comprehension of the buying possibilities offered all over the store. Mr. Lockhart will personally open the sale.

Prices Like These Are Only Found in a Sale the Magnitude of This:

Women's Suits, Dresses, Waists, Etc., In the Mill End Sale

Unmatchable values in new, stylish and seasonable Outer Garments for Women and Misses. Nothing on earth could encourage such prices but the Mill End Sale. These are but a few of the bargains in this department.

Women's Colored Waists, neat striped light weight Madras, open fronts, blue, black and tan—
Mill End Sale Price 29c

Colored Peter Pan Waists, made of fine lawn material, white grounds, polka dots and fancy trimmed, sizes 36 and 38—
Mill End Sale Price 35c

Women's Wash Petticoats in neat stripes, good material—
Mill End Sale Price 48c

Misses' Wash Dresses, 6 to 14 years, made of good chambray, or blood and blue, trimmed with white braid—
Mill End Sale Price 48c

Women's fine, sheer Lawn and Dimity Waists, baby tucked and embroidered trim, regular value \$1.00—
Mill End Sale Price 69c

Women's Silk and Net Waists, scarcely two alike all up to date, regular value \$5.95—
Mill End Sale Price \$3.95

Women's Wash Dresses, made of fine colored lawns and various patterns, some with high neck, others with Dutch neck, long and three-quarter sleeves, value \$3.45—
Mill End Sale Price \$2.25

Women's Wash Dresses, percales, chambrays and lawns, value \$3.50 to \$4.95—
Mill End Sale Price \$2.75

Women's Lingerie Dresses, white and solid colors, prettily trimmed with lace—
Mill End Sale Price \$3.29

Children's Coats, 4 to 12 years, different styles and colors, values up to \$3.95—
Mill End Sale Price \$3.75

Small lot of Women's and Misses' fine Tan Covert Coats, all satin lined, value \$10.00 to \$15.00—
Mill End Sale Price \$7.50

Women's Utility and Rain Coats, blue, tan, moiré, etc., value \$15.00—
Mill End Sale Price \$9.50

Women's and Misses' Wool Suits, all good materials and colors, values up to \$15.00—
Mill End Sale Price \$9.95

Women's and Misses' fine Tailor-made Suits, right up to the minute, in style, values up to \$25.00—
Mill End Sale Price \$17.50

Mill End Sale Prices In the Millinery Department

It simply means giving the goods away—such prices as these—but their room is preferable to their company just now.

Women's Trimmed Hats that were \$4.25 to \$5.25—
Mill End Sale Price \$1.50

Women's Trimmed Hats, \$6.00, \$7.00 and \$8.00—
Mill End Sale Price \$2.98

Women's Trimmed Hats, \$9.00 to \$14.00—
Mill End Sale Price \$4.98

Women's and Children's Untrimmed Hats that were 95c to \$2.95—
Mill End Sale Price 50c each

Fine assortment of Flowers, values 60c to \$1.95—
Mill End Sale Price 25c

Wings and Fancy Feathers from 75c to \$1.50—
Mill End Sale Price 25c

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The REID & HUGHES CO., NORWICH, CONN.

There's Another Pageful of "Mill End" Attractions on Opposite Page. Read it.